



What sets us apart is – we love sustainability. So we make it our mission to market your story using the smallest environmental impact possible.

- Shannon Manuel  
Redbridge CEO  
Yurok Tribal Member

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**Working with tribes and tribal programs is different than working with businesses in the public sector. Tribes are structured differently, and we have a strong set of values and considerations that drive the way we do business.**

**Tribal values:** Land and water have always been sacred to native people. Despite economic difficulties on a reservation, many tribal members will choose to preserve traditional philosophies and ways of life before economic prosperity.

**Decision-making:** Tribal decision-making can be delayed because of communication styles or perceived difficulties as well as frequent changes in tribal leadership. Working with tribes requires respect and patience.

**Tribal sovereignty:** Tribes view sovereignty as one of their greatest values. By keeping tribal members informed as much as possible, many of these concerns can be alleviated.

**Impacts:** Some tribal members may wonder about the impact projects will have on cultural lives. Information around training and jobs that will be generated by the project is often helpful for educating members about these benefits

**Financial resources:** Insufficient financial resources to fund development can be a concern to tribal members. Redbridge has earned a reputation for delivery of amazing marketing services geared to meet any budget.

**Human and institutional resources:** If technical and economic aspects of the project are unclear, this can slow the process. Redbridge works closely with tribal partners to ensure a thorough understanding of all aspects of proposed projects are communicated.

**Information:** Information needs and working styles of tribes can differ from mainstream projects. Tribes prefer to receive information and be allowed time to make a decision. In general, they do not want to be aggressively pushed to proceed.



*A Native American owned marketing services company*

**redbridge** inc.

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## WE LOVE EARTH AND WE DO GREAT MARKETING

We conduct business based on strong partnerships and accountability in an effort deliver effective marketing in thought out ways that promote sustainability and earth-saving goodness. And, we're a happy group to work with.

### WE SPECIALIZE IN:

- Tribes and Tribal-Owned Businesses
- Tribal Programs
- Tribal Economic Development

### OUR SERVICES INCLUDE:

- Web Design and Development
- Branding Development and Management
- Marketing Strategy and Design
- Social Media Marketing
- Speaking & Workshops

### FOR MORE INFORMATION,

EMAIL US AT SALES@REDBRIDGEONLINE.COM,  
OR CALL 503-381-4977.

## THE APPROACH WE TAKE FOR YOUR PROJECTS

As a true partner, we're invested in your success. We learn your story, and share your story the best way possible to the people who matter to your goals. And we follow up with reporting for all activities so you maintain visibility and input. We want you to see that we're innovative, yet frugal, and always good to the earth. It's a win-win.

Our goal is to provide marketing services and establish partnership opportunities that help your tribe and tribal owned businesses succeed in reaching goals.

### TO ACHIEVE THIS, WE:

- Collaborate with tribes to develop a strong brand presence that speaks to members and non-members.
- Develop strategic marketing plans to reach goals.
- Design and produce relevant materials for communications and marketing (print, web, and social media).
- Develop and distribute training materials to support tribes and tribal programs.
- Build and develop knowledge forums to share knowledge across tribal ventures.
- Monitor return on investment.
- Communicate often

## THE PARTNERSHIPS WE FORM TO HELP YOU SUCCEED

We build partnerships to deliver effective solutions for you.

Sometimes this requires resources and knowledge beyond our areas of expertise, so we make it our business to align with experts in a variety of industries to get you the information and services you need to build successful ventures.

### OUR PARTNERS INCLUDE:

- Native American owned businesses and services
- Engineers
- Energy consultants
- Business developers
- Other Indian tribes
- Government agencies

*Redbridge, Inc. is a Native American owned company. Founded in 2011, the Portland-based marketing company specializes in consistent delivery of effective and environmentally-friendly marketing services to tribes and tribally-owned businesses, energy, and tourism.*